

THE NFB-TVO CALLING CARD PROGRAM INVITES ONTARIANS TO MAKE NEW-MEDIA AND BROADCAST DOCUMENTARIES

Winning teams receive \$45,000, mentorship and an online or broadcast launch.

Toronto, April 27, 2009 – The National Film Board of Canada (NFB) and TVO proudly announce their newest collaboration: the expanded NFB-TVO Calling Card Program. The program provides an opportunity for emerging filmmakers and new-media teams from Ontario to work with the NFB and TVO to create documentaries for new-media platforms or television broadcast.

For the first time the Calling Card Program features an interactive new-media category as well as a television broadcast category. The program will have its official launch at Hot Docs Canadian International Documentary Festival 2009 in Toronto.

Documentaries must be original, character-driven narratives with a focus on social, political and cultural issues. Submission deadline is August 31, 2009.

The winning team in each category (new-media and television broadcast) will be awarded \$45,000 and receive mentorship from members of the film and new-media community to take their docs from concept to television premiere or online launch. The winning 30-minute TV documentary will have its premiere broadcast on TVO's flagship Canadian documentary series *The View From Here*. The winning online interactive documentary will be launched and hosted at both **NFB.ca** and **tvo.org**.

"The introduction of a new-media component this year furthers the NFB's commitment to digital storytelling," says Silva Basmajian, Executive Producer at the NFB Ontario Centre. "Supporting emerging talent and creators from the digital community is a perfect fit with the Calling Card Program."

"Enabling new approaches to documentary storytelling and reaching new audiences online are key priorities for TVO," says Christine McGlade, Manager, Interactive and Digital Media, TVO. "The new Calling Card Program is a tangible result of our transition to a digital media organization. We feel strongly that point-of-view documentaries have an important role to play in the new online environment."

The winning documentaries will join an esteemed list of other Calling Card winners, such as the Oscar-nominated *Hardwood*, as well as *Cheating Death*, *Woodland Spirits*, *Harvest Queens* and *9 Months, 6 Blocks*.

For competition guidelines and application forms, visit **NFB.ca/callingcard**.



About NFB

The world changes, our stories live on – that’s the National Film Board of Canada’s pledge to Canadians as it marks its 70th anniversary in 2009 with a new national online Screening Room and a slate of bold, innovative productions. Canada’s public film producer and distributor, the NFB produces and distributes social-issue documentaries, auteur animation, alternative drama and digital content that provide the world with a unique Canadian perspective. In collaboration with its international partners and co-producers, the NFB is expanding the vocabulary of 21st century cinema and breaking new ground in form and content, through community filmmaking projects, cross-platform media, interactive cinema, stereoscopic animation – and more. Since the NFB’s founding in 1939, it has created over 13,000 productions and won over 5,000 awards, including 12 Oscars and more than 90 Genies. To watch over 1000 productions online or for more information, visit **NFB.ca**.

About TVO

TVO is Ontario's public educational media organization and a trusted source of interactive educational content that informs, inspires and stimulates curiosity and thought. TVO's vision is to empower people to be engaged citizens of Ontario through educational media. For more information, visit tvo.org.

Where to find TVO

Cable channel 2 (channel may vary in some areas), Bell TV channel 265, Star Choice channel 353.

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